



NATURAL PRODUCTS EXPO EAST 2012

INFORMATION SHEET

The Made in Montana program (Montana Department of Commerce) and the Montana Department of Agriculture invite you to test market your natural and organic products in our booth at the Natural Products Expo East, September 20-22, 2012, in Baltimore, MD.

WHY EXHIBIT AT EXPO EAST?

- Sell to the largest buying audience for natural, organic and healthy products on the East Coast
- Reach international buyers from United Kingdom, Europe, and Middle East
- 90% of Expo East attendees have a role in purchasing products for their company
- Reach as many as 25,000 industry members
- 80% of Expo East attendees found new companies to do business with at Natural Products Expo East
- More than 1,000 of your competitors and peers show their products to this buying audience
- 90% of buyers attend only one of the two domestic Natural Products Expo events
- Ranked in the top 200 tradeshows in the country by *Tradeshow News Network*

AS AN EXPO EAST EXHIBITOR, YOU ARE ABLE TO:

- Meet in-person with buyers of natural, organic, and healthy lifestyle products
- Highlight new products and/or build brand awareness
- Network with the natural products community
- Keep up-to-date on new trends and innovative ideas
- Interact with trade and consumer press
- Boost your presence in the industry
- Strengthen relationships with existing buyers, brokers, and distributors
- Build new business connections

WILL THIS SHOW WORK FOR MY COMPANY?

1. Are my products ready for the natural products industry?

There are many considerations when determining if your products are ready to be sold in the natural products industry.

- **Packaging & Labeling:** Though the term "natural" has not been officially defined, the producers of this show have enacted some guidelines for products that are exhibited in NPPE. Specifics for exhibited products are as follows:
 - If the name of a fruit, spice, essential oil, or other flavor or fragrance is part of a product title, then that product must contain that substance.
 - Synthetic sweeteners do not occur in nature, and will not be allowed in products and packaging labeled as food (products with a "Nutrition Facts" panel) for exhibit on the tradeshow floor.
 - Natural foods should not contain any artificial colors, flavorings, or preservatives.

- Exhibitors must provide substantiation of health benefit statements, whether expressed, implied or contained in product names.
 - Exhibitors must provide substantiation of nutrient or ingredient content claims, which may consist of a certificate of analysis or analytical results from a qualified testing laboratory.
 - Product labeling, including sales and marketing material, must not express or imply claims to diagnose, treat, cure, prevent or mitigate any diseases, including (but not limited to), cancer, heart disease, AIDS, diabetes, Alzheimer's disease, etc.
 - All organic ingredient, product and production statements must have current USDA-accredited, third-party certification for compliance with the USDA's National Organic Program or other internationally recognized organic certification program.
 - Statements such as "pesticide free," "unsprayed" and "herbicide free" must be documented.
 - All labels and labeling must be truthful and not misleading and must comply with current FDA and USDA regulations.
- **Pricing:** Pricing for the natural products industry is no different than wholesale pricing for the specialty food industry. When pricing your products, you must consider how the price will "position" your products, and whether or not you're distributing directly to the retailer or through a distributor.
 - **Distribution:** Distribution for the natural products industry is similar to that of the specialty food industry.

2. What type of buyers attend this show?

The major categories of buyers that attend this show are as follows:

- Independent/co-op/natural products store – 26%
- Broker – 10%
- Chain natural products store – 10%
- Health practitioner/spa – 9%
- Wholesaler – 7%
- Importer/exporter – 6%
- Distributor – 4%
- Natural foods restaurant/food service – 4%
- Gourmet/specialty products store – 4%
- E-tailer – 4%

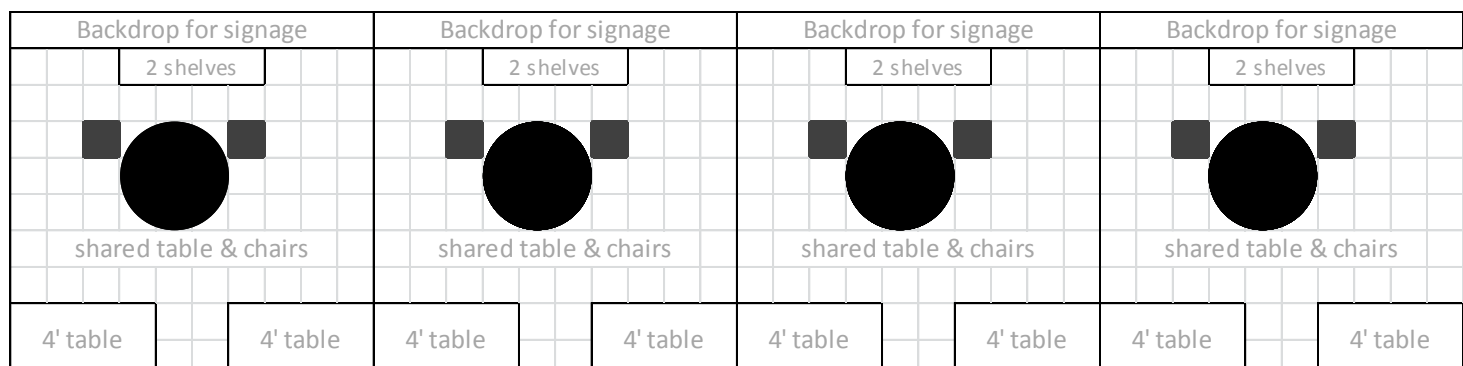
The major product categories sought are:

- Organic
- Health & Beauty
- Natural & Specialty Foods
- Natural Living
- Pet Products
- Supplements

WHAT CAN PARTICIPATING IN THIS SHOW DO FOR MY COMPANY?

1. What do I get for participating in this booth?

- We have contracted for a 10' x 40' space, allowing 7 companies to exhibit in a 4' x 10' space in the booth (see layout below).



- We will order the carpet, tables, chairs, electricity, backdrops, and one lead-gathering machine per 10' space (4 total). We will also design and print backdrops for each company to fit the 4' space allocated in this booth free of charge (yours to keep afterwards).
- Your shipping and travel expenses, as well as additional booth amenities (ice, extension cords, napkins, plates, stool, waste basket, etc.) will be your responsibility. If you are interested in applying for the Montana Department of Commerce's International Marketing Assistance Grant for a \$500 travel stipend, please contact Katie Cole at 406-841-2724, or visit: <http://www.exportmontana.com/MontanaInternationalMarketingAssistanceGrant/tradeshowassistance.mcp>.
- We have also contracted for a New Products Showcase exhibit that is in a showcase in the lobby, promoting your products and our booth to attendees. We will gather from you at the show 1 sample of your product to put in this showcase.
- After the show, we'll send you a list of all the buyers who indicated interest in your products while in the booth. It will then be up to you to follow-up with them.

HOW DO I SIGN UP?

1. How do I sign up to participate in this booth?

- Prior to , 2012: Do the following:
 - Complete and return[◊] the NPEE Application form; and
 - Send[◊] one sample of all products and literature for us to send to the NPEE Standards Department for approval.

Please note:

- Only complete applications will be accepted; reservations sent without all of the required forms or product samples will not be accepted.
- Space is limited, so prompt submission of the NPEE Application form is advised. After June 15, our Trade Show Committee will review the applications and pick the 7 most qualified to participate in the booth.

[◊]For mailing address, see page 5.

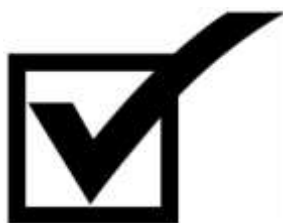
- Upon approval, we will contact you to confirm and provide detailed product shipping instructions, as well as other pertinent information.

2. Who do I contact if I have questions?

Angelyn DeYoung, Marketing Officer
Montana Department of Agriculture
303 N. Roberts
PO Box 200201
Helena, MT 59620-0201
406.444.5424 phone
406.444.9442 fax
adeyoung@mt.gov

Lonie Stimace, Senior Marketing Officer
Montana Department of Commerce
406.841.2783
lstimac@mt.gov

CHECKLIST



Before mailing[◊], be sure that you have enclosed the following:

- ☐ NPEE Application form
- ☐ One sample of your product(s)

[◊]See mailing address above.